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## **Wycombe Wanderers Sports & Education Trust**

### **Head of Fundraising & Communications**

Wycombe Wanderers Sports & Education Trust ("WWSET"), the charitable arm of Wycombe Wanderers Football Club, is seeking to fill the role of **Head of Fundraising & Communications**.

Based at Adams Park, the home of Wycombe Wanderers FC, WWSET is a thriving charity that exists to educate, motivate, and inspire the local community using the power of sport and the brand of Wycombe Wanderers Football Club.

The **Head of Fundraising & Communications** will hold full responsibility for the management and development of both existing and new funding and fundraising activities, including but not limited to:

- Trusts & Foundations
- Local Authorities / Councils
- Corporate and Individual Donors
- Legacy
- Events

In addition the post holder will play the lead role in managing and developing WWSET's communication activities in order to ensure current, clear and concise messaging at all times. The post holder will also sit on WWSET's Senior Leadership Team which exists to be accountable for a thriving WWSET culture that creates positive outcomes.

WWSET recognise that employing talented and dedicated staff is critical if we are to continue increasing our range of programmes, growing our strong reputation, and maximising the positive impact we have within High Wycombe and the surrounding areas.

Therefore please ensure that your application takes into account the necessary skills and experiences that are required to complete the role successfully, all of which can be seen below.

Please note that as part of the recruitment process a Disclosure & Barring Service (DBS) check as well as satisfactory references must be obtained.

In order to be considered for the role we ask that applicants complete WWSET's Recruitment Application Form and email their completed signed copy to [paul.foley@wwfc.com](mailto:paul.foley@wwfc.com). CV's will not be accepted.

WWSET's Recruitment Application Form can be downloaded from WWSET's website: [www.wwset.co.uk/work-for-us/](http://www.wwset.co.uk/work-for-us/)

The closing date for applications is 5.00pm on Friday 12<sup>th</sup> March 2021.

First stage interviews will be held on Thursday 25<sup>th</sup> March 2021. A second stage interview will be arranged with individual candidates following the first stage interview.



Registered Charity Number: 1119794  
Company Registration Number: 5895540



Only those selected for interview will be contacted.

**WWSET are fully committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment.**

**As this role may involve direct access to young people under the age of eighteen, the successful candidate will undergo a thorough screening process, which will include a Criminal Records Check, to ensure their suitability for the role.**

**WWSET is a charity committed to promoting equality, diversity and inclusion, and the recruitment process for the role being advertised will adhere to the latest equality legislation. All recruitment decisions are based upon the skills and experience of candidates, irrespective of age, disability (including hidden disabilities), gender, gender identity or gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, or sexual orientation.**

**Note that we would particularly welcome applications from black, Asian and minority ethnic candidates, LGBTQ+ candidates and candidates with disabilities as we're keen to increase the representation of these groups within WWSET.**



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**Wycombe Wanderers Sports & Education Trust**

**Head of Fundraising & Communications Job Description/Person Specification**

<b>Job Title</b>	Head of Fundraising & Communications
<b>Reports to</b>	Head of WWSET
<b>Key Internal Relationships</b>	Head of WWSET WWSET SLT WWSET Digital Marketing Apprentice
<b>Location</b>	Wycombe Wanderers Sports & Education Trust Adams Park Hillbottom Road High Wycombe, HP12 4HJ
<b>Hours</b>	22.5 hours per week <i>(0.6 of a 37.5 hours per week FTE – Note that WWSET are willing to offer flexible working hours to suit post holders individual circumstances)</i>
<b>Contract</b>	Permanent
<b>Job Purpose</b>	Maximise WWSET’s fundraising activities and be responsible for the management, development and growth of both existing and new funding and fundraising partnerships. Lead the management and delivery of WWSET’s communications to ensure current, clear and concise messaging at all times.
<b>Remuneration</b>	Up to £30,000 per annum FTE
<b>Annual Leave</b>	Up to 32 days per annum FTE <i>(including bank holidays)</i>

**Role Accountabilities & Key Duties**

1	Create, lead, and deliver fundraising relationships and activities to grow both restricted and unrestricted income.
2	Devise and deliver a funding and earned income strategy which sets agreed priorities and annual income targets.
3	Manage all fundraising related activities in accordance with financial targets.
4	Consistently monitor and evaluate all current and future fundraising related activity in order to demonstrate impact and achievements.
5	Review, refine and develop existing activities and seek further income sources from new programmes and partners.



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6	Source external funding streams to carry out activities that meet the aims and objectives of WWSET's programmes.
7	Successfully plan and write applications to achieve external funding.
8	Devise and deliver engaging marketing and communication content across a multitude of channels, all of which is of interest to existing and new stakeholders
9	Promote activities effectively in order to increase the awareness and popularity of WWSET within the local community.
10	Develop and deliver a new Marketing and Communications Strategy and lead the delivery of all digital marketing channels, including day to day management of website and social media content.
11	Act as an ambassador for WWSET and Wycombe Wanderers Football Club.
12	Attend training courses and CPD sessions as and when required.
13	Assist in ensuring WWSET complies with all relevant health and safety, legal, regulatory, ethical and social requirement policies.
14	Maximise the frequency and impact of player appearances at fundraising related activities.

Qualifications		Essential	Desirable
15	Academic qualification (preferably degree level or equivalent) in an area associated with fundraising, communication and/or business development.		X
16	An approved Disclosure & Barring Service certificate ( <i>to be carried out by WWSET prior to commencement in post</i> )	X	
Skills, Knowledge & Experience			
17	Previous professional fundraising experience.	X	
18	Previous professional marketing/communications experience	X	
19	Competent with office IT, web content management systems and all forms of social media.	X	
20	Excellent persuasive writing skills, with knowledge and expertise within both management reporting and report writing skills.	X	
21	Strong written and oral communication skills; able to present information in an effective way to different audiences.	X	
22	Experience of developing new initiatives with success within communications, sales and/or fundraising development.	X	
23	Understanding of fundraising regulations and best practices	X	
24	Experience of financial planning and management.	X	
25	Excellent organisational skills and ability to manage high work loads	X	
26	Experience of managing and developing staff.	X	
27	Outstanding customer service skills.	X	
28	Ability to work without constant supervision.	X	
29	Experience securing external funds plus satisfying funding criteria throughout the complete funding cycle.	X	
30	Ability to advocate/persuade/challenge in order to achieve desired outcomes.	X	
31	Understanding of football club charitable arms.		X
Personal Qualities			
32	Full appreciation and commitment to the WWSET vision, mission, aims & objectives.	X	
33	Able to forge strong working relationships both internally & externally.	X	
34	Flexible and positive attitude towards duties and working hours.	X	
35	Highly motivated and enthusiastic.	X	
36	Committed to continuous learning and improvement.	X	

37	Innovative.	X	
38	Efficient.	X	
<b>Other</b>			
39	Driving licence and access to a vehicle with insurance for business use.		X



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